

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Koningstein	Art Unit :	3688
Serial No. :	10/748,682	Examiner :	Khanh H. Le
Filed :	December 31, 2003	Conf. No. :	1976
Title :	SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"		

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL AMENDMENT IN REPLY TO ACTION OF JUNE 30, 2010

Please amend the above-identified application as follows: